

Summary

The Mexican market for medical instruments is increasing fast, due to public and private projects substituting obsolete instruments and the development of new hospital and doctor office projects in the country.

Import market statistics

In the last two years, imports of medical instruments into Mexico, had a 10 percent increase, from US \$ 121.9 million in 2003 to US \$ 134.4 million in 2005.

This development of the market is expected to continue over the next 3-4 years, mainly due to new hospital projects being built by public and private health care institutions, the re-equipping efforts by currently operating hospitals, and the willingness of private doctors to have better equipped offices.

Import figures for medical instruments
U.S. million

Country	2003	2004	2005
United States	65.9	69.2	77.4
Germany	25.1	23.5	21.7
China	3.3	5.0	7.2
Japan	3.7	6.5	5.2
Israel	2.1	1.6	2.9
Italy	2.4	2.7	2.8
Switzerland	3.0	1.7	2.5
Singapore	2.7	1.7	2.4
France	4.2	2.0	2.1
Canada	0.8	1.3	1.6
South Korea	0.4	0.7	1.5
Brazil	1.0	1.1	1.2
Others	7.3	7.0	6.0
TOTAL	121.9	124.0	134.5

Source: Import statistics by harmonized system code from Bancomext

Import market share

Historically, the U.S. has been the main supplier of medical instruments in Mexico. Usually, the main competitors were Germany, Japan, Switzerland, Italy and Canada. Recently some other market players, like China, Singapore and South Korea have entered the market and are gaining market share.

Although Mexican institutions and doctors are always looking for the best prices, now they are becoming more quality oriented and highly selective when making purchasing decisions.

U.S. companies need to reinforce their marketing strategies and take advantage of the NAFTA duty free access for all kinds of medical instruments of U.S. origin and consolidate their position, since now, medical

instruments of European origin are getting the same treatment under the Free Trade Agreement signed between Mexico and the European Union.

Import market share by country

Country	2003	2004	2005
United States	54 %	56 %	58 %
Germany	21 %	19 %	16 %
China	3 %	4 %	5 %
Japan	3 %	5 %	4 %
Israel	2 %	1 %	2 %
Italy	2 %	2 %	2 %
Switzerland	2 %	1 %	2 %
Singapore	2 %	1 %	2 %
France	3 %	2 %	2 %
Canada	1 %	1 %	1 %
South Korea	0 %	1 %	1 %
Brazil	1 %	1 %	1 %
Others	6 %	6 %	4 %
TOTAL	100 %	100 %	100 %

Best prospects

- Accessories for laser and other similar apparatus
- Electronic and manual stethoscopes
- Surgery sets
- Instruments for ophthalmology
- Scissors
- Bistouries
- Valves and surgery chisels
- Surgery tweezers
- All kind of instruments for medical specialties
- Blood pressure monitors

To sell foreign manufactured medical instruments, foreign companies need to have a legally appointed distributor/representative in Mexico who will be in charge of registering the products with the Secretariat of Health and will be responsible for the product in the country. Companies also need to develop an effective marketing strategy and be careful about providing a good after sale support to its clients.

A good way to promote medical instruments is to participate in specialized medical congresses, where product benefits and characteristics can be explained directly to doctors and top-level hospital managers.

For More Information

For more information on the Mexican medical sector market trends, opportunities and events, please contact:

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